

Abstract of the Disclosure

Methods of promoting the sale of a laundry product containing a composition provided in at least two components, wherein the components are located within a multiple-compartment container, a first component located within a first compartment and a second located within a second compartment, whereby the method includes the step of orienting the product such that a multiple-compartment feature is visually observable from the front consumer vantage point. Such methods may also include labeling, advertising, displaying and/or arranging on a store shelf.